



D. P. FITZGERALD  
Area Manager - Operations  
North East Sales Area  
910-741-2053

September 4, 1996

**SENT VIA FAX**

TO: NESA ROM's and RBM's

SUBJECT: Region Manpower Model Assumptions/Criteria

Attached you will find a copy of the current Workplan/Manpower Model for your respective Region. Please note the input assumptions are based upon the information you provided to me back at the end of May. To ensure this information is kept up-to-date and reflective of each Region's current execution resources, we would appreciate you updating the input assumptions. As a reminder, this input assumption criteria is defined as follows:

- VAP delivers the following percentages of Workplan allocations by promotion type:
  - Premiums
  - BSGSF's
  - Coupons (Workplan; i.e., Doral \$2.00 Supermarket)
- Buydowns (Workplan)
- % of discounting handled by R.R.'s - this is the % of discounting that the R.R.'s actually touch; i.e., not handled by scanner buydown, direct account, etc.
- Calls/day - average per day for R.R.'s only

I would appreciate your update of these assumptions on or before Friday, September 6th at noon. I realize the turn-around time is short, but we would like to run the model for the planned 1997 Workplan.

Call if you have any questions.

*Don*

96123DF/di

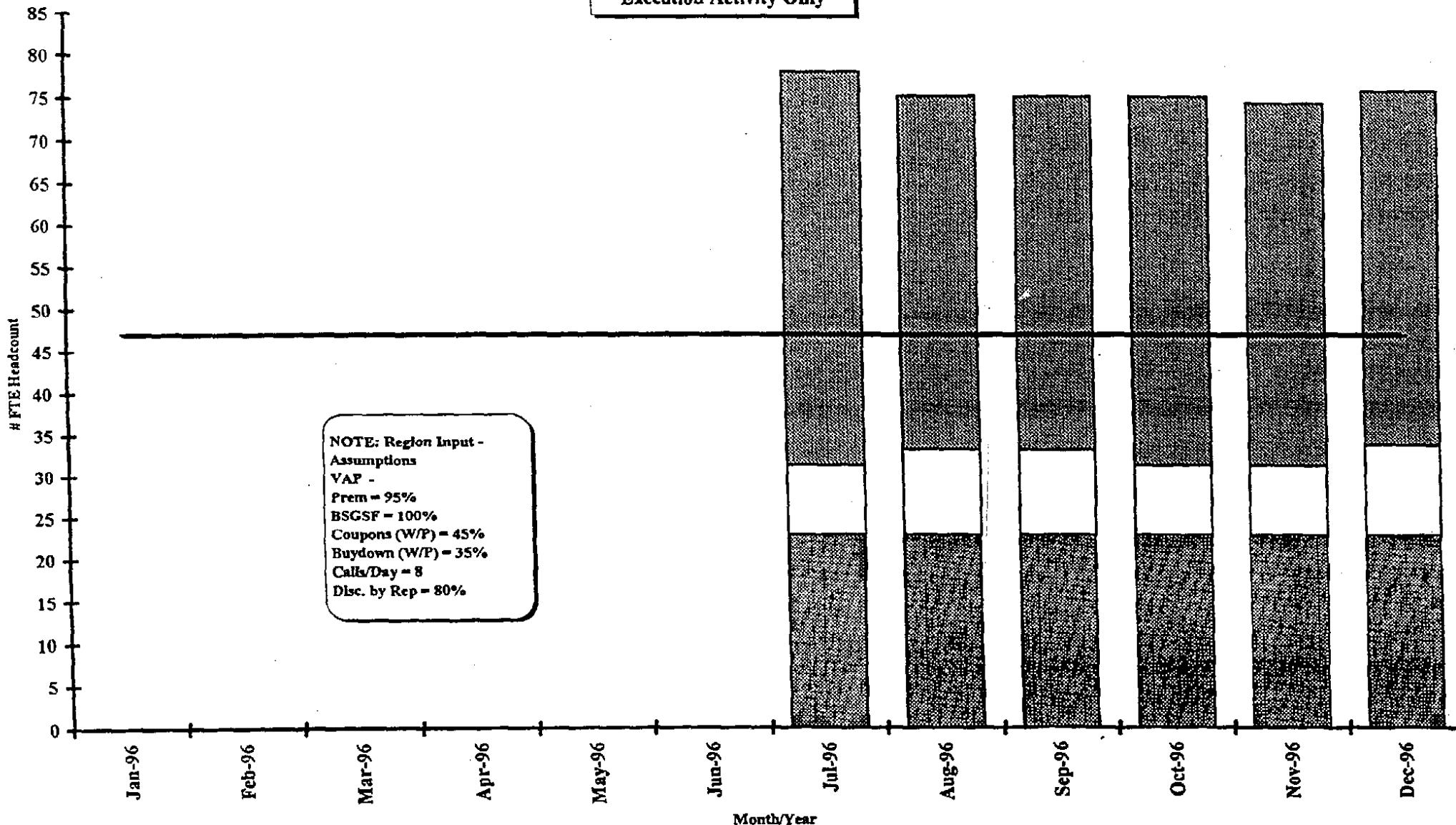
Attachment

51855 3155

1996 Total Retail Offers: 12.422 MM

Workplan / Manpower Model  
Projected 1996 Plan  
Boston Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount

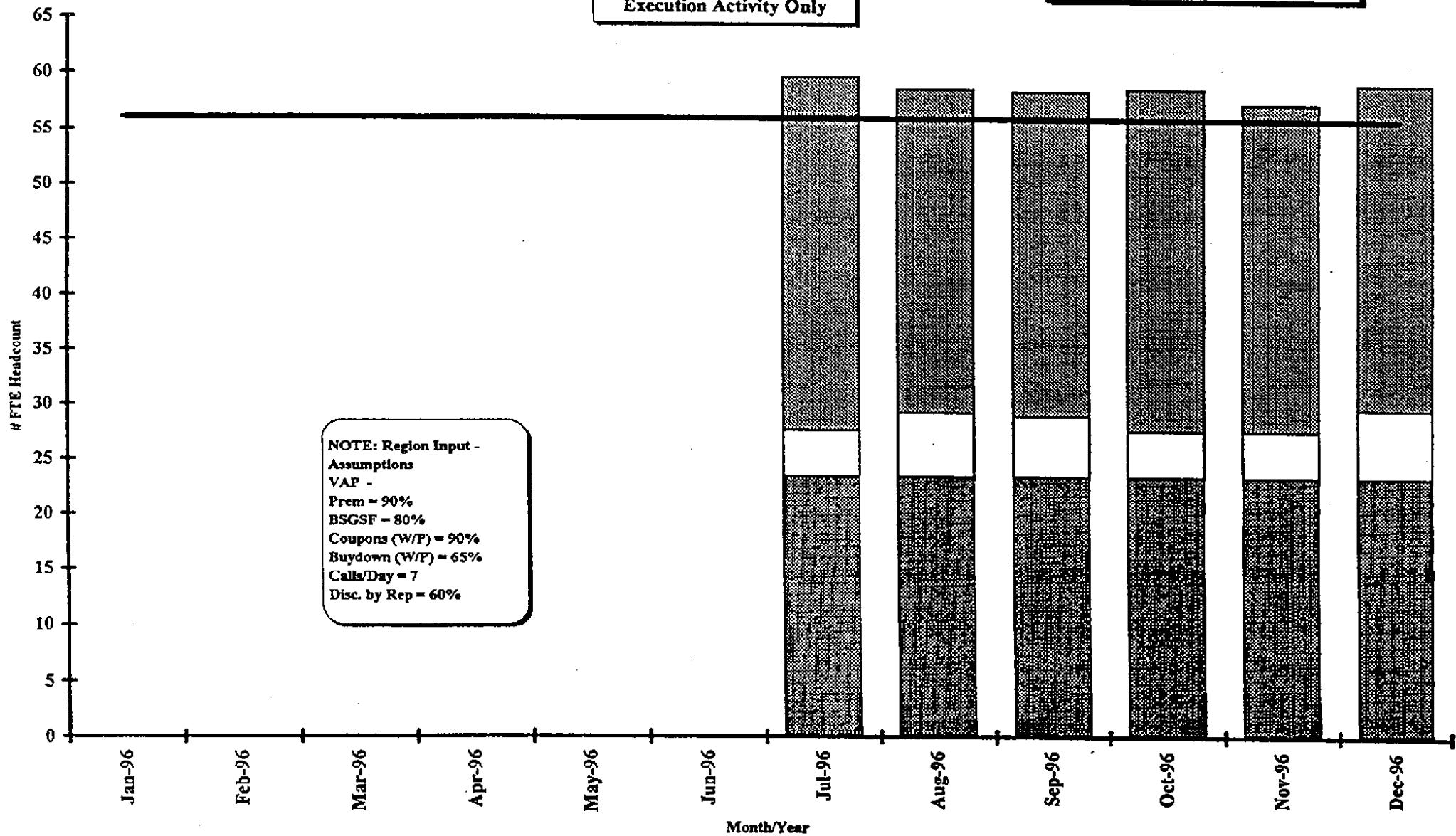


51855 3156

1996 Total Retail Offers: 9.057 MM

Workplan / Manpower Model  
Projected 1996 Plan  
New York Metro Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount



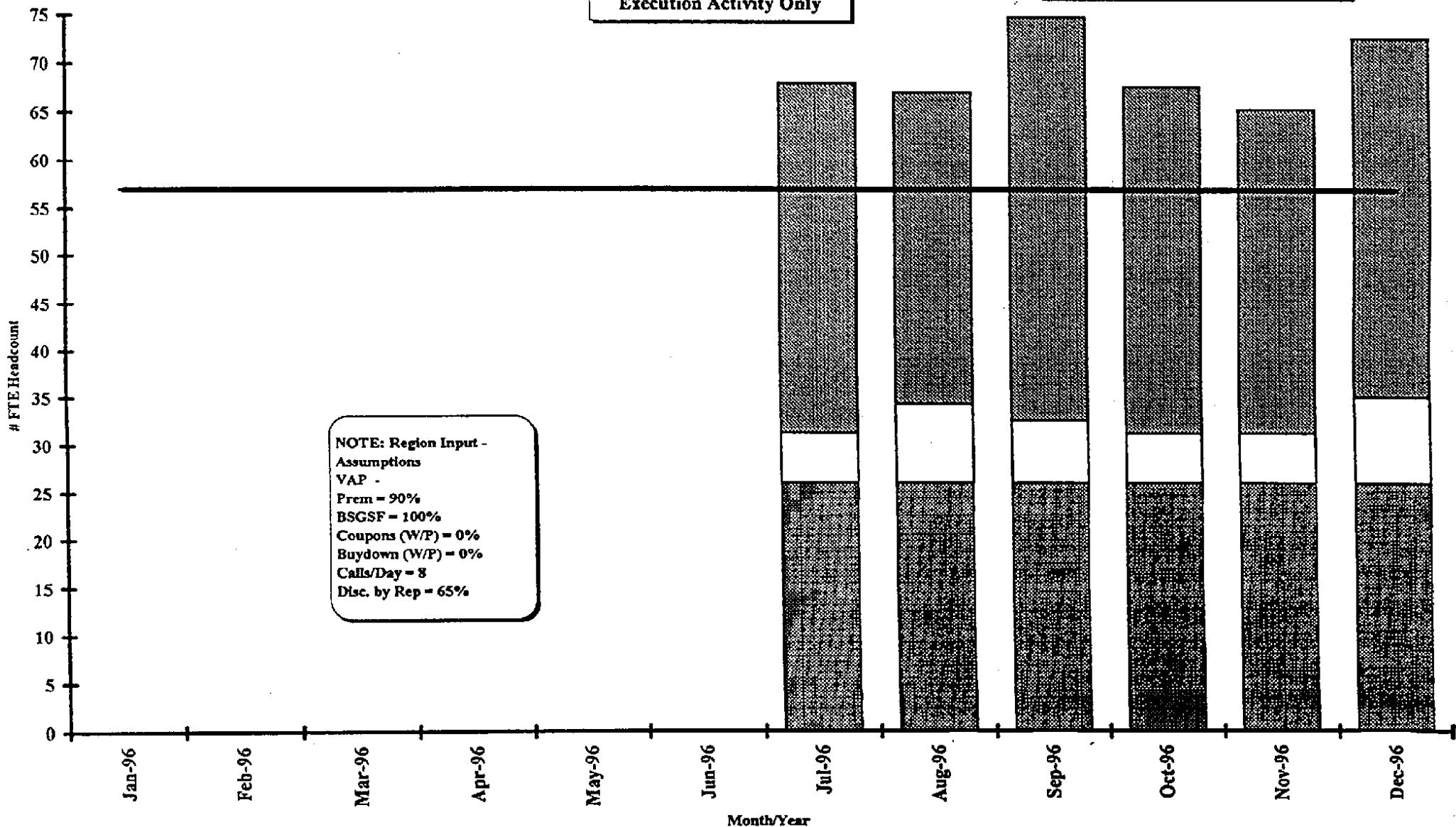
Note- 23 T @ 65% Execution = 15 FTE RRs

51855 3157

1996 Total Retail Offers: 9.294 MM

Workplan / Manpower Model  
Projected 1996 Plan  
Philadelphia Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount

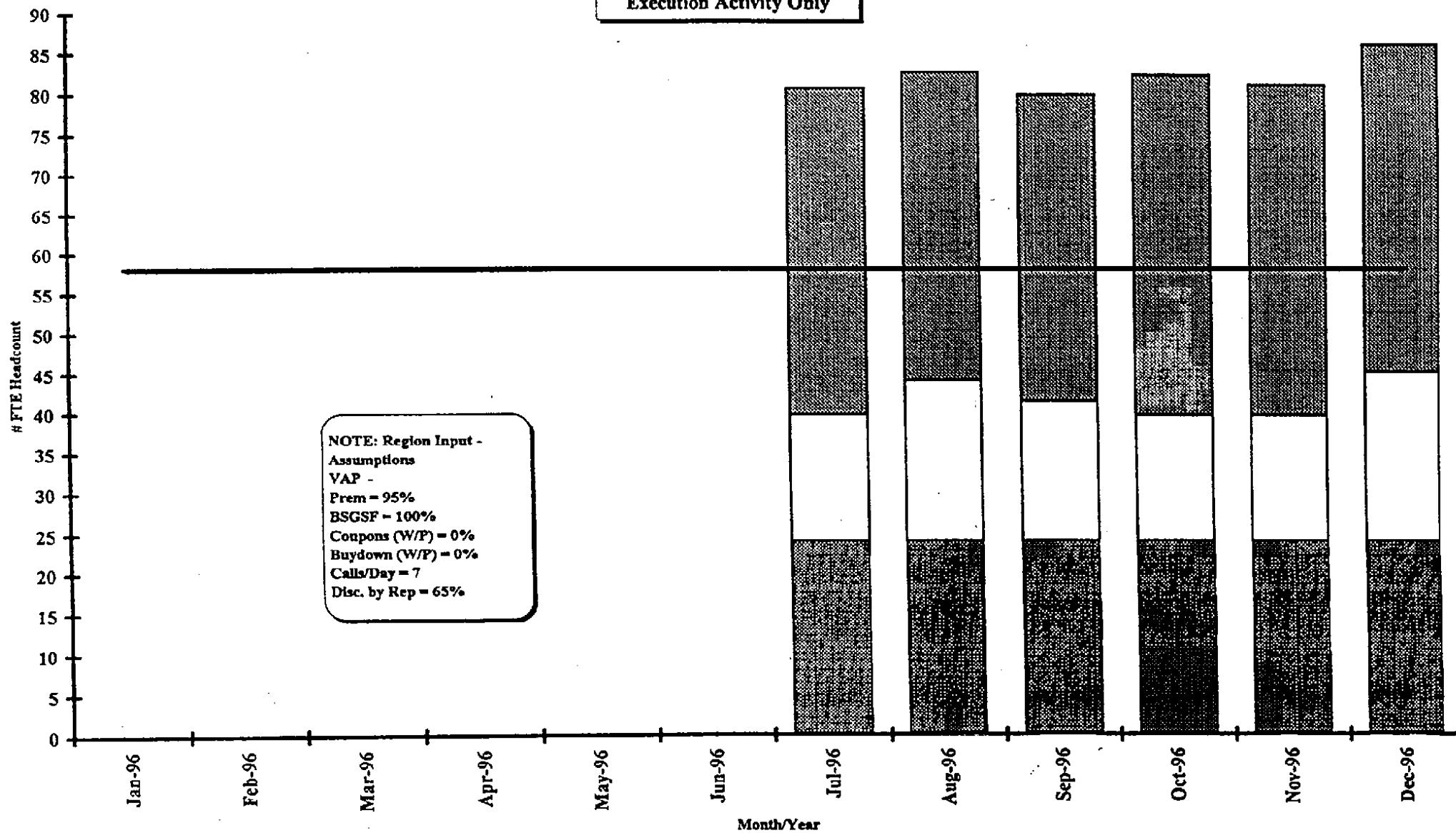


51855 3158

1996 Total Retail Offers: 13.272 MM

Workplan / Manpower Model  
Projected 1996 Plan  
Buffalo Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount

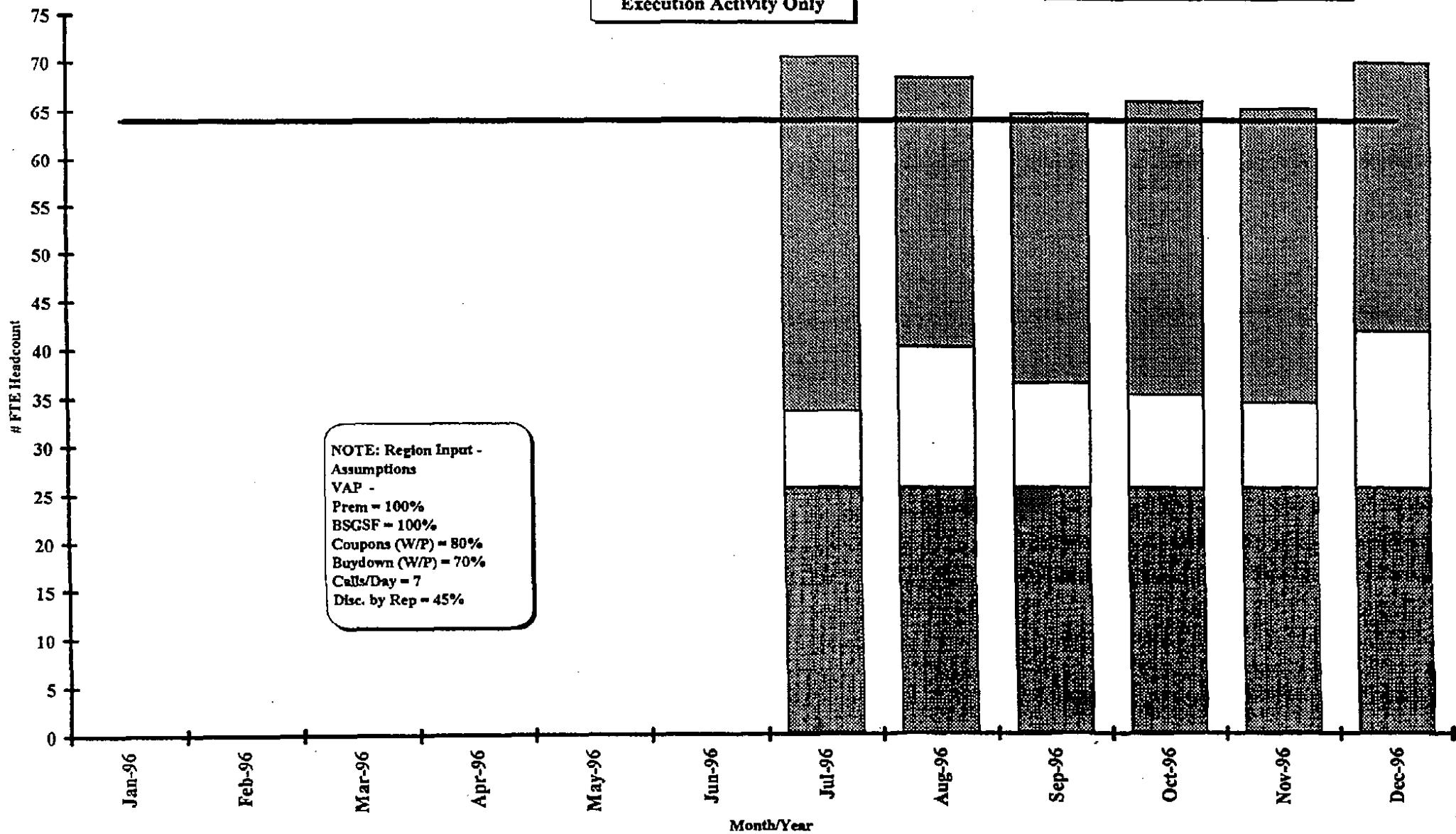


51855 3159

1996 Total Retail Offers: 11.159MM

Workplan / Manpower Model  
Projected 1996 Plan  
Pittsburgh Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount

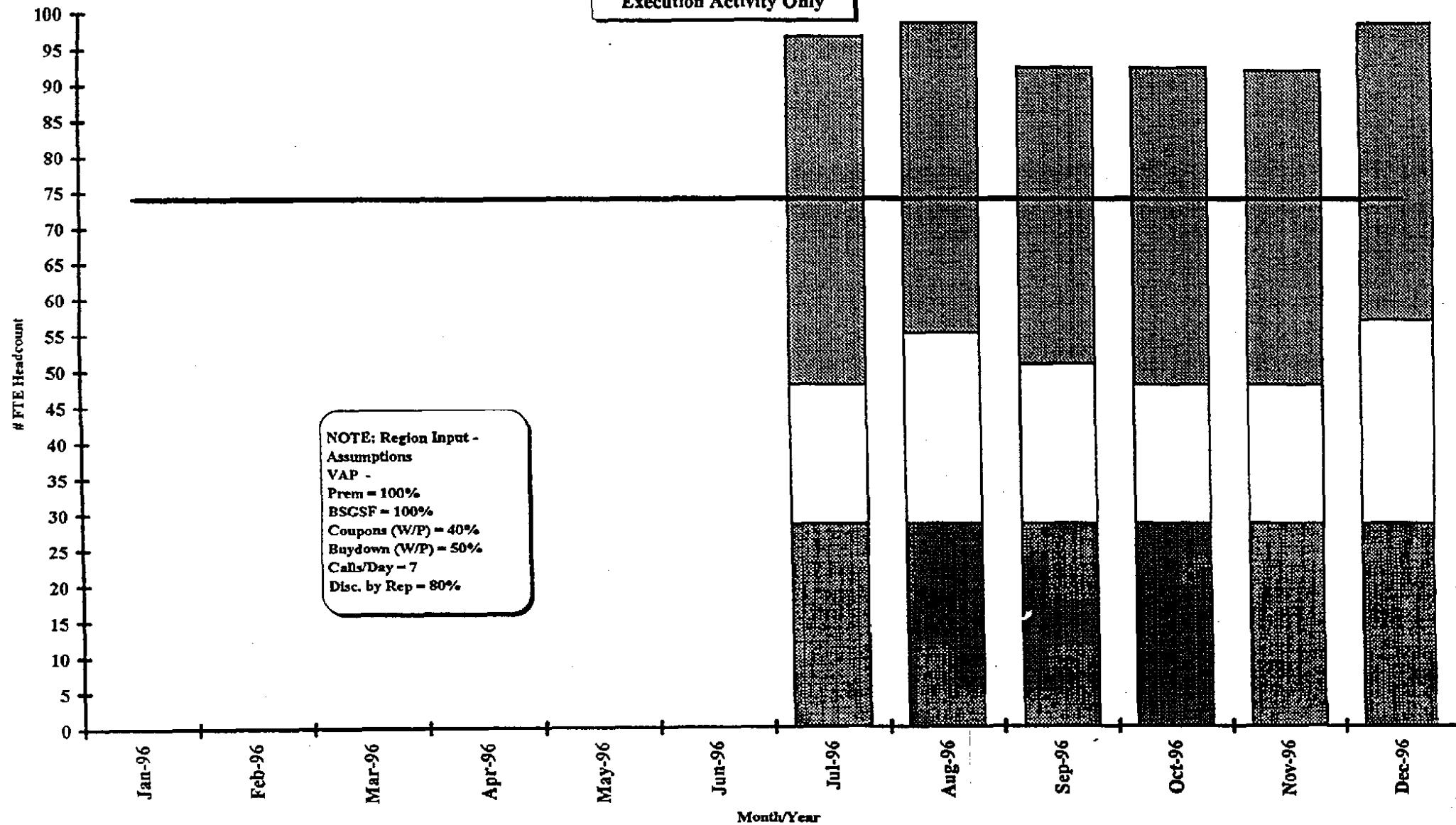


51855 3160

1996 Total Retail Offers: 16.320 MM

Workplan / Manpower Model  
Projected 1996 Plan  
Cincinnati Region  
Execution Activity Only

Full Price Workplan (e)  
Savings Segment Plan (e)  
Total Standard Activities (e)  
Actual Headcount



51855 3161